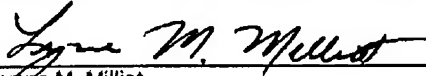


Application No. 10/057,413

Atty Docket No. CLAR 1017-1

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent & Trademark Office at Facsimile No. (571) 273-8300 on 21 MARCH 2006.

  
Lyone M. Milliot

RECEIVED  
CENTRAL FAX CENTER  
MAR 21 2006

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Anthony G. Martin et al.

Application No. 10/057,413

Confirmation No. 8375

Filed: 25 January 2002

Title: **System, Method and Computer Program  
Product for Presenting Information to a  
User Utilizing Historical Information  
About the User**

Group Art Unit: 2142

Examiner: Hai V. NGUYEN

**CUSTOMER NO.: 22470**

**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR  
UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application for letters patent hereby appoints:

The attorneys and agents associated with **Customer No. 22470**

to prosecute this application and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

Page 1 of 2

Application No. 10/057,413

Atty Docket No. CLAR 1017-1

The following evidentiary documents establish a chain of title from the original owner to the Assignee:

☐ a copy of an Assignment attached hereto, which Assignment has been (or is herewith) forwarded to the Patent and Trademark Office for recording; or

☒ the Assignment recorded on 01/25/2002 at Reel 012580, Frame(s) 0990; and

☒ the Assignment recorded on 04/23/2004 at Reel 015254, Frame(s) 0548.

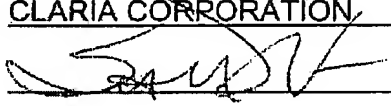
Pursuant to 37 C.F.R. § 3.73(b) the undersigned Assignee hereby states that evidentiary documents have been reviewed and hereby certifies that, to the best of Assignee's knowledge and belief, title is in the identified ASSIGNEE.

Direct all telephone calls to Ernest J. Beffel, Jr. at (650) 712-0340.

Address all correspondence to:

**Customer Number 22470**

Ernest J. Beffel, Jr.  
HAYNES BEFFEL & WOLFELD LLP  
P.O. Box 366  
Half Moon Bay, CA 94019  
Telephone: (650) 712-0340  
Facsimile: (650) 712-0263

Date: 3/21/06 ASSIGNEE: CLARIA CORPORATION  
Signature:   
Name: Scott Vandeveld  
Title: President & Chief Executive Officer

PTO/SB/122 (04-05)

Approved for use through 07/31/2006. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# CHANGE OF CORRESPONDENCE ADDRESS Application

Address to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Application Number	10/057,413
Filing Date	25 January 2002
First Named Inventor	Anthony G. Martin
Art Unit	2142
Examiner Name	Hai V. Nguyen
Attorney Docket Number	CLAR 1017-1

Please change the Correspondence Address for the above-identified patent application to:

The address associated with  
Customer Number:

22470

**RECEIVED**  
**CENTRAL FAX CENTER**

MAR 21 2006

OR

Firm or  
Individual Name

Address

City

State

Zip

Country

Telephone

Email

This form cannot be used to change the data associated with a Customer Number. To change the data associated with an existing Customer Number use "Request for Customer Number Data Change" (PTO/SB/124).

I am the:



Applicant/Inventor



Assignee of record of the entire interest.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

Attorney or agent of record. Registration Number 43,489

Registered practitioner named in the application transmittal letter in an application without an  
executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number \_\_\_\_\_

Signature

Typed or Printed  
Name

Ernest J. Beffel, Jr.

Date 21 March 2006

Telephone (650) 712-0340

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.



\*Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.